

PARAMOUNT PRESS BOOK AND
MERCHANDISING MANUAL



Copyright © 1964 by Bronston-Roma Productions. Permission granted for newspaper and magazine reproduction. (Made in U.S.A.)

NEVER BEFORE A SPECTACLE LIKE IT!



Their world was ending... the barbarians were at the gate... this was the time when passions, appetites, emotions ran wild...

SAMUEL BRONSTON'S
THE FALL OF THE ROMAN EMPIRE!

SAMUEL BRONSTON
 PRESENTS
 SOPHIA LOREN
 STEPHEN BOYD · ALEC GUINNESS
 JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
 CO-STARRING
 JOHN IRELAND · MEL FERRER · OMAR SHARIF
 AND
 ANTHONY QUAYLE · Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
 Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
 Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION**®

THEATRE

4 COLS. x { 150 LINES 600 LINES
 { 10 3/4 inches 43 inches

MAT 433

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.



All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York City 36, N. Y.

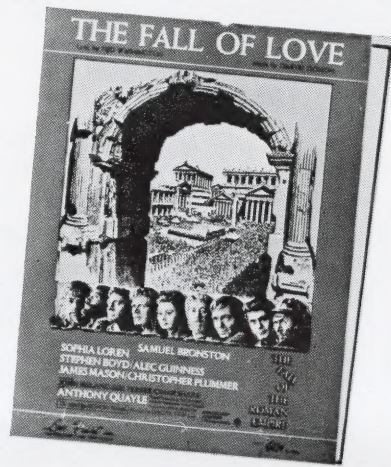
SPECTACULAR 'ROMAN EMPIRE' MUSIC TIE-IN!

COLUMBIA RECORDS' original soundtrack album of Dimitri Tiomkin's score for "THE FALL OF THE ROMAN EMPIRE," has been promoted throughout the country via an intense national magazine advertising campaign.

COLUMBIA, in its effort for publicity, also instituted competition for the best window display, has made available special theatre lobby displays and has sent special material to radio and TV personalities.

"THE FALL OF LOVE"

In addition to Columbia's original soundtrack album, there have been many excellent recordings of the film's main theme, "The Fall of Love." Recorded by various top artists, "The Fall Of Love" has been played nationally on all top disc jockey programs.



"THE FALL OF LOVE" HAS BEEN RECORDED BY:
JOHNNY MATHIS.....MERCURY RECORDS
ANDRE KOSTELANETZ.....COLUMBIA RECORDS
HOLLYRIDGE STRINGS.....CAPITAL RECORDS
LIONEL NEWMAN...20th CENTURY-FOX RECORDS
BEN WEBSTER.....IMPULSE RECORDS
MONTOVANI.....LONDON RECORDS

Sheet Music for "THE FALL OF LOVE" is available from/LEO FEIST INC., 1540 Broadway, New York, N. Y. 10036



COLORING CONTEST!

The youngsters in your area will have a barrel of fun with "THE FALL OF THE ROMAN EMPIRE" COLORING CONTEST!

The coloring mat (4EC) is four columns wide and is available from your local branch of National Screen Service. With this mat, you can make up a large quantity of reproductions that include your theatre imprint and playdate.

WAYS TO USE THE COLORING CONTEST!

- Distribute copies to schools, summer camps, Boy and Girl Scout troops, and any other children's organization.
- Plant the contest in local newspapers. Offer guest tickets to the winners and display the winning entries in your lobby.
- Use the contest as a herald. Have supermarkets stuff them in their packages and give them out on busy street corners.

Exciting 'Gold Key' Comic Book For "The Fall Of The Roman Empire"

A special COLOR COMIC BOOK aimed at the younger audience has been distributed by Western Publishing Company to 25,000 retail outlets throughout the country.

The Gold Key 'movie classic' comic tells the story of "The Fall Of The Roman Empire" with thrilling cartoon drawings. The front and back covers, both inside and out, feature scene stills and credits for the film.

THIS COMIC BOOK IS BEING SOLD AT THOUSANDS OF VARIETY STORES, AND OTHER MAGAZINE OUTLETS THROUGHOUT THE COUNTRY!

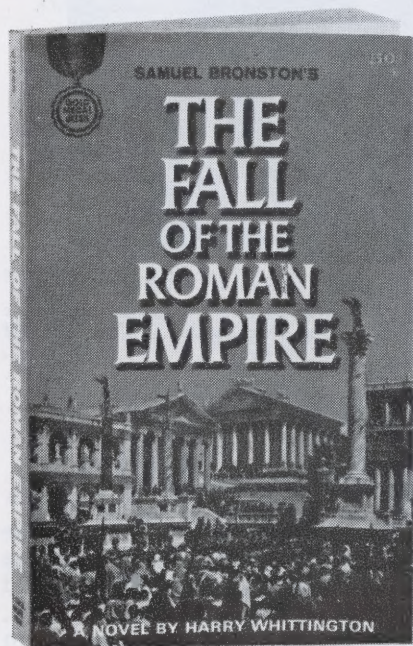


Tremendous Book Promotion For "The Fall Of The Roman Empire"

FAWCETT, a top name in the publishing industry, has put out a paperback novelization of "The Fall Of The Roman Empire."

The cover of the book, in dramatic Full Color, features the re-creation of the ancient Roman Forum. This deluxe paperback is based on the exciting 'Roman Empire' screenplay by Ben Barzman, Basilio Franchina and Philip Yordan.

FOR DISPLAY PURPOSES, Fawcett will distribute posters, rack cards, streamers and other special accessories. Paramount and Fawcett representatives throughout the country have been working on joint promotions and tie-ins featuring these items.



Sophia Loren Featured In The Saturday Evening Post

Sophia Loren was spotlighted on the cover of The Saturday Evening Post. She was also the subject of a four-page spread inside the magazine in which prominent credits are given for "The Fall Of The Roman Empire."



Sensational VOGUE Fashion Tie-up

New women's fashions, inspired by "The Fall Of The Roman Empire," were prominently featured in Vogue Magazine. Three pages of pictures and stories highlighted the 'Roman Empire' styles.

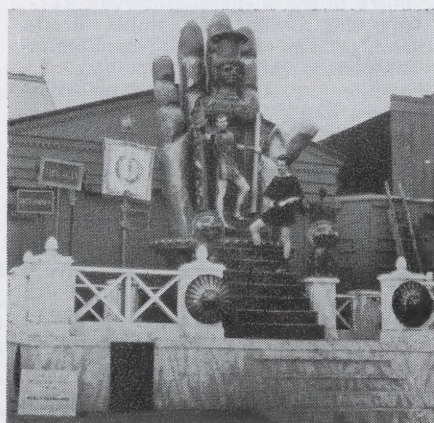
In addition, there were six pages of advertising tie-ins with Cabana Beachwear, Ehrman Laces, Robert Sloane Sportswear, Via Veneto Knitwear, Renfield Distillers and Maurice Rentner.



Hollywood Pavilion At World's Fair

A prominent position in the Hollywood Pavilion at the New York World's Fair is being occupied by scenery and props from Samuel Bronston's "The Fall Of The Roman Empire."

Focal point of the exhibit is the Commodus Hand God, a precise re-creation of the giant hand from which Emperor Commodus addressed citizens in the Roman Forum. In addition, numerous props and costumes will be shown.



Popular Vicks News Ads Feature "The Fall Of The Roman Empire"

"The Fall Of The Roman Empire" is being highlighted in the popular 'Secrets of the Set' cartoon ads, placed by Vicks Medicated Cough Drops, in 4 major marketing areas.

The Vicks ads, which show how the exciting chariot race was filmed, will alternate Sundays in the leading newspapers of Philadelphia, St. Louis, Detroit and Cincinnati.

WINDOW DISPLAYS

Set up window displays utilizing the idea that the displayed products were inspired by "The Fall Of The Roman Empire." Most shoe stores, department stores, mens shops etc. would be willing to help you make the displays a successful eye-catcher.

Also, tourist agencies and airline offices can place stills from the film in their windows while plugging their respective tours.

Sensational window displays of this type were used with great success in New York City.

SPECIAL SHORT

AVAILABLE FROM YOUR LOCAL PARAMOUNT BRANCH IS A SPECIAL 10 MINUTE, 35 MM SHORT ON "THE FALL OF THE ROMAN EMPIRE."

MATERIALS CHECK LIST

ACCESSORIES

REGULAR THEATRE TRAILER

(Order from your local branch of National Screen Service)

FREE: TV TRAILERS AND TELOP CARD

Available is ONE 60-Second Spot and TWO 20-Second Spots. Also available is a TV TELOP card.

(Order from Paramount Pictures Exploitation Department—See coupon on back page)

FREE: RADIO SPOT ANNOUNCEMENTS

Available, on one side of a record, are TWO 60-Second Spots, TWO 30-Second Spots and TWO 20-Second Spots. On the flip side of the record are TWO 60-Second Spots which feature Stephen Boyd talking about the National Safety Council.

(Order from Paramount Pictures Exploitation Department—See coupon on back page)

SET OF 12 FULL COLOR STILLS

(Order from National Screen Service—See coupon on back page)

LIVE RADIO SPOTS

30-Second Spot

Only once in a long while does a motion picture appear that is stamped with the mark of greatness. This indelible stamp of excellence has been placed on Samuel Bronston's "THE FALL OF THE ROMAN EMPIRE" . . . Never Before Has There Been A Spectacle Like It! SEE SOPHIA LOREN, STEPHEN BOYD, ALEC GUINNESS, JAMES MASON and CHRISTOPHER PLUMMER in Samuel Bronston's epic production for Paramount, "THE FALL OF THE ROMAN EMPIRE" . . . in Ultra-Panavision and Technicolor . . . opening . . . at the . . . Theatre.

20-Second Spot

Never Before Has There Been A Spectacle Like Samuel Bronston's "THE FALL OF THE ROMAN EMPIRE" . . . It Is A Film Marked With The Indelible Stamp Of Greatness! SEE SOPHIA LOREN, STEPHEN BOYD, ALEC GUINNESS, JAMES MASON and CHRISTOPHER PLUMMER in Samuel Bronston's epic production for Paramount, "THE FALL OF THE ROMAN EMPIRE" . . . in Ultra-Panavision and Technicolor . . . opening . . . at the . . . Theatre.

10-Second Spot

Never Before Has There Been A Spectacle Like Samuel Bronston's "THE FALL OF THE ROMAN EMPIRE" . . . a Paramount release in Ultra-Panavision and Technicolor . . . opening . . . at the . . . Theatre.

SYNOPSIS . . . (Not For Publication)

One hundred and eighty years after the birth of Christ, the Roman Empire was at the height of its glory under Emperor Marcus Aurelius (Alec Guinness). However, after seventeen years of warfare on the Northern Frontiers, the Emperor's health is failing. Aware that his time is short, Marcus Aurelius summons to his Northern Fort, all the rulers of the Empire; and, in a stirring speech, urges their support for a true Pax Romana; a Roman peace whereby all member nations of the Empire will live under the same law as equals.

Present at this historic gathering are the Emperor's son, Commodus (Christopher Plummer); the Emperor's daughter, Lucilla (Sophia Loren, as well as Livius (Stephen Boyd), a Roman General.

That evening, Marcus Aurelius remarks to Livius that Commodus is not fit to succeed him as Emperor, and instead, Livius shall be the new Caesar. Livius protests but Aurelius makes it clear that Commodus will not do. Cleander (Mel Ferrer), the blind court prophet, overhears the conversation.

Cleander plots with two of Commodus' friends to kill Marcus Aurelius. They realize that if Livius becomes Emperor, he will put an end to their corrupt activities. Cleander agrees to smear poison on one side of a knife, cut an apple with it, and hand Aurelius the poisoned half. When the Emperor dies, it will appear that he has succumbed to his illness.

Aurelius does die as planned and nowhere has he written that Livius shall succeed him. With no tangible proof, Livius cannot become Caesar, and thus, at the Emperor's funeral, he proclaims Commodus as the new Caesar.

Livius stays on the Northern border and continues to wage war against Ballomar (John Ireland), leader of the Barbarians. Timonides (James Mason), a Greek philosopher, urges Livius to capture Ballomar alive, and convince him to cooperate with Rome. This was the wish of Marcus Aurelius; and when Ballomar is captured, they go to Rome and plead their case before the Senate.

As the years pass, Commodus' corrupt rule causes a revolt in the East. The Armenians, the Persians and even the Roman Legions align themselves against him. He orders Livius and his Army to the East, and there, in a fierce and bloody battle, Livius and his armies emerge victorious. Livius rescues Lucilla and returns to Rome.

Commodus sends word that he hails Livius as the Savior of Rome, and offers to share the throne with him. But when Livius hears that thousands of prisoners of war have been massacred, he sends Commodus a message: "There must be a new Rome—or a new Caesar!"

Commodus is furious at the turn of events. He orders the slaughter of Ballomar and his Barbarians. Next, he collects all the gold in Rome in order to bribe Livius' army.

Livius enters Rome and makes his way through the revelling crowd to the Temple of Jupiter, where he confronts Commodus and orders him to convene a meeting of the Senate. Livius wants the Senate to decide whether it will be the Rome of Commodus or the Rome in the tradition of Marcus Aurelius. As Livius talks with Commodus, he realizes that he has become insane with power and obsessed with his divinity. Commodus has come to believe that he is a god!

Livius is placed under guard, and he, Lucilla and Ballomar are bound to stakes with a horde of Barbarian prisoners in an area where they are to be burned alive. Commodus, however, has a change of heart, and frees Livius so that he can challenge him to a duel. He wants the gods to decide which of the two shall rule Rome.

A thrilling, brutal contest ensues, from which Livius emerges triumphant. As Commodus dies, he realizes that his Rome has ended. As the fire creeps closer to Lucilla, Livius jumps into the flames and frees her, just as the flame consumes Ballomar and the Barbarians.

Now the populace hails Livius as Emperor, but Livius refuses to reign. While the senators bid for the throne he has refused, Livius takes Lucilla's hand, and together they slip away from the tumult.

CAST . . .

- Lucilla—Daughter of Emperor Marcus Aurelius . . . SOPHIA LOREN
- Livius—A Military Tribune of Rome . . . STEPHEN BOYD
- Marcus Aurelius—Emperor of Rome (161-180 A.D.) . . . ALEC GUINNESS
- Timonides—Greek Counsellor to Aurelius . . . JAMES MASON
- Commodus—Son of Aurelius (Emperor 180-192 A.D.) . . . CHRISTOPHER PLUMMER
- Verulus—An aging Gladiator of Rome . . . ANTHONY QUAYLE
- Ballomar—Leader of the Barbarians . . . JOHN IRELAND
- Cleander—Blind Political Leader . . . MEL FERRER
- Sohamus—King of the Armenians . . . OMAR SHARIF
- Julianus—Aristocrat and Friend of Commodus . . . ERIC PORTER
- Niger—Aristocrat and Friend of Commodus . . . DOUGLAS WILMER
- Claudius—Aristocrat and Friend of Commodus . . . PETER DAMON
- Polybius—A Tribune and Friend of Livius . . . ANDREW KEIR
- Victorinus—A Tribune and Friend of Livius . . . GEORGE MURCELL
- Helva—Princess of the Barbarians . . . LENA VON MARTENS
- Tauna—A Young Barbarian Girl . . . GABRIELLA LICUDI

CREDITS . . .

- Producer . . . SAMUEL BRONSTON
- Executive Associate Producer . . . MICHAEL WASZYNSKI
- Associate Producer . . . JAIME PRADES
- Screenplay . . . BEN BARZMAN
BASILIO FRANCHINA
PHILIP YORDAN
- Cameraman . . . ROBERT KRASKER
- Set and Production Designers . . . VENIERO COLOSANTI & JOHN MOORE
- Executive Production Manager . . . C. O. ERICKSON
- Second Unit Director . . . YAKIMA CANUTT
- Assistant Director . . . JOSE LOPEZ RODERO
- Film Editor . . . ROBERT LAWRENCE
- Sound . . . DAVID HILDYARD

RUNNING TIME: 152 MINUTES

Samuel Bronston's "The Fall Of The Roman Empire" Is A Powerful Screen Drama About Ancient Rome

Rome, during the Second Century A.D., was a theatre of triumphs, a showplace of Imperial architecture and a center of culture. Now, all this—the drama, romance and adventure—can be seen in Samuel Bronston's mammoth spectacular, "The Fall Of The Roman Empire," which opens at the Theatre. Filmed in Ultra-Panavision and Technicolor, and starring such top names as Sophia Loren, Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer, "The Fall Of The Roman Empire" has been hailed as one of the greatest film epics of all time.

The story starts 180 years after the birth of Christ. The Roman Empire, under Emperor Marcus Aurelius (Alec Guinness), is at the height of its glory. However, after seventeen years of warfare on the Northern frontiers, the Emperor's health is failing. Aware that his time is short, Aurelius summons to his Northern Fort all the rulers of his empire; and in an inspired speech, urges their support for a true Pax Romana, a Roman peace whereby all member nations will live under the same law as equals.

At this historic gathering are also the Emperor's son, Commodus (Christopher Plummer), his beautiful and enchanting daughter, Lucilla (Sophia Loren) and one of his top generals, Livius (Stephen Boyd).

That night, the Emperor tells Lucilla, that for the sake of the Empire, she must marry King Sohamus (Omar Sharif) of Armenia. Lucilla agrees to this in order to preserve peace in the East, although she and Livius are in love.

Later, that same evening, Marcus Aurelius remarks to Livius that Commodus is not fit to succeed him as emperor, and instead, he wants Livius to be the new Caesar. Livius protests to this idea saying that Commodus is like a brother to him, but Aurelius makes it clear that Commodus will not do.

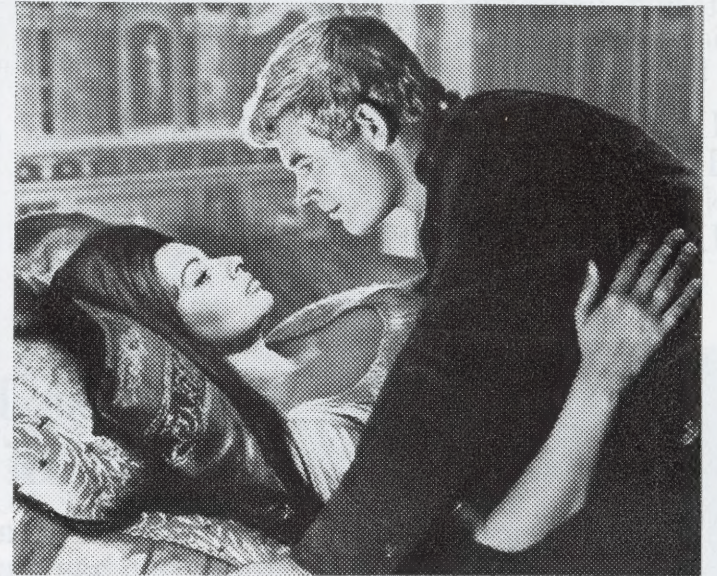
When Aurelius suddenly dies, there is no tangible proof that Livius is to succeed him. Thus, at the funeral, Livius proclaims Commodus as the new Caesar and pledges his complete support.

As the years pass, Commodus' corrupt rule causes a revolt in the East. The Armenians, the Persians and even some of the Roman Legions align themselves against him. He orders Livius and his Northern Army to the East, and there, in a fierce and bloody battle, Livius and his armies emerge victorious. Livius rescues Lucilla and returns with the armies to Rome.

Now, as the inevitable showdown between Livius and Commodus draws near, Livius proclaims, "There must be a new Rome—or a new Caesar."

Livius enters Rome, alone, and makes a plea to the Senate—he is turned down, and as the thrilling climax is reached, he comes face to face with Commodus and the fate of the Empire is decided.

"The Fall Of The Roman Empire" was directed by Anthony Mann and written by Ben Barzman, Basilio Franchina and Philip Yordan. The music was scored by Dimitri Tiomkin.



Mat 2A Still # ROM/116

SOPHIA LOREN AND STEPHEN BOYD are shown during a romantic interlude in Samuel Bronston's production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre.

"The Fall Of The Roman Empire" Shows The Decline of Rome in 180 A.D.

Samuel Bronston's mammoth spectacle, "The Fall Of The Roman Empire," in Ultra Panavision and Technicolor, opens at the Theatre. With a star-studded cast headed by Sophia Loren, Stephen Boyd, Alec Guinness, James Mason, Christopher Plummer, Anthony Quayle, John Ireland, Mel Ferrer and Omar Sharif, "The Fall Of The Roman Empire" is the story of Rome's historic descent from the height of civilization to the depths of despair.

One hundred and eighty years after the birth of Christ, the Roman Empire was at the height of its power under Emperor Marcus Aurelius (Alec Guinness). However, the Emperor, with his health failing and aware that his time is short, summons all the rulers of the land, and in a stirring speech urges their support for a united empire whereby all member nations will live under the same law as equals.

Present at this historic gathering is the Emperor's son, Commodus, (Christopher Plummer); his daughter, Lucilla (Sophia Loren); as well as Livius (Stephen Boyd), one of his top generals.

That night, two things occur which ignite the empire's sudden downfall; the Emperor tells his daughter that for the sake of the empire she must marry King So-

hamus (Omar Sharif) of Armenia; also, he remarks to Livius that Commodus, his son, is not worthy to become his successor, and instead, he wants Livius to become emperor.

Aurelius suddenly dies, and without proof that he wanted Livius as his successor, there is no choice but to name Commodus as the new Caesar. Commodus finally does take over, and with his ascent to the throne, the Roman Empire starts tumbling downward.

"The Fall Of The Roman Empire" has been acclaimed as one of the most spectacular films ever to be put on the screen. It was directed by Anthony Mann and written by Ben Barzman, Basilio Franchina and Philip Yordan. The exciting music was scored by Dimitri Tiomkin.

COLUMN ITEMS

Sophia Loren's apprehensions about appearing before live audiences has prevented her from making her mark in the theatre. However, during the filming of Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre, Miss Loren had five scenes in which she was engulfed by more than 7,000 extras—incidentally, all of their eyes were on her.

Sophia Loren, no stranger to receiving honors, has been given another. A true-to-life statue of her will be unveiled in Mme. Tousseaud's world-famous wax museum in conjunction with her latest film, Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre.

Pat Plummer, who was with her husband Christopher all during the filming of "The Fall Of The Roman Empire," which opens at the Theatre, found a new way for women to meet their grooms. Pat, a journalist with a British publication, interviewed Plummer while he was doing "Becket" in London. The only paper that actually carried the story however, was their marriage license.

Remember the hairdo craze started by Elvis Presley? Well, those who have seen the forthcoming, Samuel Bronston Production, "The Fall Of The Roman Empire," which opens at the Theatre, believe that Omar Sharif's 2nd century coiffure will become the latest fad of 20th Century teenagers.

Samuel Bronston's "The Fall Of The Roman Empire," a Paramount release which stars Sophia Loren, Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer, and opens at the Theatre, is a film that has everything. Aside from the brilliant stars and magnificent set, it has an important role for Finley Currie, who at 85, is the oldest actor still active on the screen.

Sophia Loren, talented and beautiful, made her film debut at the age of 18, just 12 years ago. Now, at the age of 30, her latest and most important film, Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre, marks her 30th screen portrayal.



Mat 2F

Still # ROM/S-1

"THE STARS OF "THE FALL OF THE ROMAN EMPIRE" are shown here as they appear in the Samuel Bronston production for Paramount which opens at the Theatre. From left to right, Anthony Quayle; Mel Ferrer; James Mason; Stephen Boyd; Sophia Loren; Alec Guinness; Christopher Plummer; Omar Sharif; and John Ireland.

"The Fall Of The Roman Empire" Is A Magnificent Film Epic

(Review)

The long awaited Samuel Bronston epic spectacular, "The Fall Of The Roman Empire," opened last night to a packed house at the Theatre. Starring such outstanding names as Sophia Loren, Stephen Boyd, James Mason, Alec Guinness and Christopher Plummer, "The Fall of The Roman Empire" is destined to become one of the great film re-creations of all time.

The story begins approximately 180 years after the birth of Christ. The Roman Empire is at the height of its glory under Emperor Marcus Aurelius (Alec Guinness), but after several years of warfare, Aurelius feels that his time to live is short and he must find a new heir to his throne.

Under normal circumstances, the new Caesar would be Commodus (Christopher Plummer), his son, but Aurelius feels that he is not worthy and instead decides to name Livius (Stephen Boyd), one of his ranking generals and the sweetheart of his beautiful daughter Lucilla (Sophia Loren).

This decision is well and good but before Aurelius can officially announce that he wants Livius to succeed him, he suddenly dies. Because there is no tangible proof that Livius is to be Caesar, Commodus ascends the throne and with his corrupt rule, the Empire starts tumbling downward.

Sophia Loren is stunning as Lucilla; her performance, ranging from poignant love scenes to intense drama, is superb. Stephen Boyd as Livius gives a powerful portrayal of a Roman general torn between the love for a woman and

love for his country.

James Mason as the Greek counsellor Timonides gives an interesting and truly excellent characterization. Alec Guinness, in the important role of Emperor Marcus Aurelius, is highly impressive. His speech to the rulers of the empire is one of the most exciting ever seen on the screen. As Aurelius' son Commodus, Christopher Plummer is remarkable as a crazed Caesar who topples one of the world's great empires.

One of the highpoints of the film is its tremendous scope. The battle sequences are breathtakingly photographed in Ultra-Panavision and Technicolor and when they are seen, it seems as if the viewer is in the middle of the battle. There is also a fine musical score by Dimitri Tiomkin.

Directed by Anthony Mann and written by Ben Barzman, Basilio Franchina and Philip Yordan, "The Fall Of The Roman Empire" is the kind of film that appears only once in a while . . . and should not be missed. This Paramount release has everything—superb acting, intense drama, thrilling adventure, big excitement—to make it the most enjoyable film of the year.



Mat 2C

Still # ROM/105

THE ROMAN FORUM is depicted here in this scene from Samuel Bronston's epic production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. The Roman Forum was re-created by the Bronston organization with meticulous attention to detail, decoration and historical record. The cast of "The Fall Of The Roman Empire" includes Sophia Loren, Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer.

"The Fall Of The Roman Empire" Opens Today At The

Samuel Bronston's "The Fall Of The Roman Empire," starring such top names as Sophia Loren, Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer, opens at the Theatre.

Set around 108 A.D., when Rome was at its apex as a great power under the reign of Marcus Aurelius, the Paramount release traces the disintegration of the empire after the emperor's death and the rise to power of his corrupt son. Alec Guinness portrays Emperor Marcus Aurelius, Sophia Loren is his daughter Lucilla and Christopher Plummer is his son Commodus.

In re-creating one of the most spectacular eras in world history, producer Samuel Bronston and his production designers Veniero Colasanti and John Moore built the largest and most extensive sets ever constructed for any motion picture, including "Cleopatra" and "Intolerance." The re-construction of the Roman Forum, the Via Appia and the barbarian village outside the Roman gates, covered an area of 55 acres.

Filmed in Ultra-Panavision and Technicolor, "The Fall Of The Roman Empire" also stars John Ireland, Mel Ferrer, Omar Sharif and Anthony Quayle. The film was directed by Anthony Mann and written by Ben Barzman, Basilio Franchina and Philip Yordan. The music was composed by Dimitri Tiomkin.



Mat 1F

Still # ROM/12

SOPHIA LOREN plays Lucilla, daughter of Emperor Marcus Aurelius, in the new Samuel Bronston production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Filmed in Ultra-Panavision and Technicolor, "The Fall Of The Roman Empire" also stars Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer.

A Big Advance for Sophia Loren

Anita Pensotti, popular newspaperwoman for one of Italy's weeklies, "Europeo," tells her version of how Sophia Loren was signed, for \$1,000,000 to play the starring role in "The Fall Of The Roman Empire," which opens at the Theatre.

"Producer Samuel Bronston wanted her at any cost and made a starting offer of \$750,000. At the outset, Sophia felt her role as Lucilla, daughter of Marcus Aurelius, should be a bit more prominent."

"Bronston immediately followed with a better offer: 'A million dollars for Sophia plus a role that would make her happy.'"

"Still a bit worried that Sophia might escape him, Bronston went to Rome to get her signature on a contract. He cornered Sophia and pulled out his checkbook."

According to Miss Pensotti, Bronston's sense of humor and diplomacy carried the day. "Please," he was reported to have said, "I have just one check and my wife might spend it. Let me give you an advance right away."

Bronston turned the check over—an advance for \$300,000. The deal was consummated.



Mat 2B

Still # ROM/50

A TENDER MOMENT for Sophia Loren and Stephen Boyd in the Samuel Bronston epic production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Boyd plays Livius, a Roman military tribune and Miss Loren is Lucilla, daughter of Emperor Marcus Aurelius. Also included in the cast are Alec Guinness, James Mason and Christopher Plummer.

Alec Guinness Plays Roman Emperor In "The Fall Of The Roman Empire"

Although he picks and chooses his roles with such care that he makes fewer films than most stars of his standing, Sir Alec Guinness, starring in Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre, is probably one of the most sought-after personalities in motion pictures.

Yet, fewer of today's stars received more rebuffs when they began their acting careers than Sir Alec. Since he has a well-defined sense of humor underlying the serious dedication he gives to his work, he has no hesitancy in recalling them.

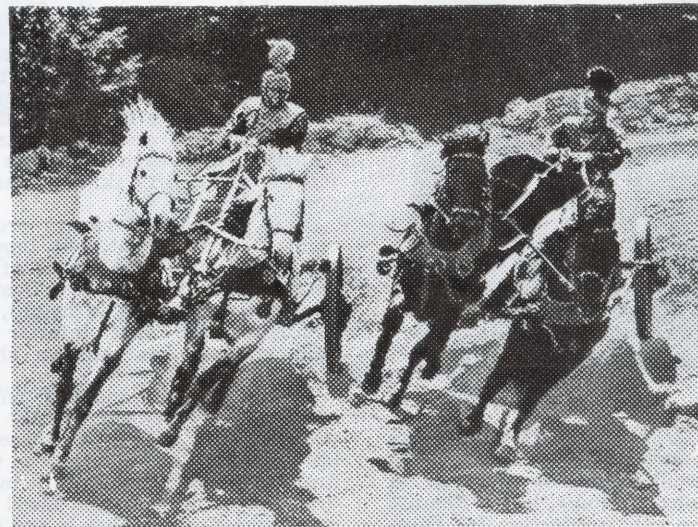
For instance, he tells of the time he tried out for a school play while attending Pembroke Lodge School near London and his teacher dismissed him abruptly with "You wouldn't be any good at acting, Guinness!"

"Of course I refused to accept such advice," says Guinness. "I had made up my mind that I wanted to be an actor and I wouldn't let a little thing like that discourage me."

He wasn't discouraged later, either, when John Gielgud, who had been a judge at a drama school performance in which Guinness was awarded a prize, tried to help him get a foothold in the theatre. Gielgud provided him with letters of introduction to other stars of the London stage he knew. One of them was to Martita Hunt.

"Martita, bless her soul, was kind enough to give me a personal audition," Guinness recalls. "Since she is frank and forthright, she didn't waste words. She advised me to try something besides acting since, obviously, I was wasting my time."

In Samuel Bronston's "The Fall Of The Roman Empire," Alec Guinness stars with Sophia Loren, Stephen Boyd, James Mason and Christopher Plummer. Co-starred are Anthony Quayle, John Ireland, Mel Ferrer and Omar Sharif. The spectacular production was filmed in Ultra-Panavision and Technicolor from a script by Ben Barzman, Basilio Franchina and Philip Yordan for Paramount release.



Mat 2D

Still # ROM/69

A THRILLING CHARIOT RACE between Stephen Boyd and Christopher Plummer is shown here in this scene from Samuel Bronston's production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre.

Use Plastic Set For The First Time In "The Fall Of The Roman Empire"

The first film set ever constructed entirely in plastic will be seen in Samuel Bronston's "The Fall Of The Roman Empire," a Paramount release which opens at the Theatre. Created by production designers Veniero Colosanti and John Moore, the unusual setting is a reproduction of the bedroom of Lucilla, daughter of Emperor Marcus Aurelius, in Rome during the second century. It provides an exquisite background for the magnificent beauty of Sophia Loren, who plays Lucilla.

Centered within the square walls of the room is a circular bed dais surmounted by a cupola ceiling of one solid piece of molded plastic, highly decorated in bas-relief. Extremely light in weight despite its size, this entire dome was easily raised and lowered onto graceful columns to facilitate the lighting of the set by cinematographer Robert Krasker.

The plastic walls, consisting of simulated marble and bas-relief panels, were realized by Colosanti and Moore from fragments of ancient ruins uncovered by archaeologists over the years. The effect achieved is that of bringing to life some of the actual wall paintings still visible at Pompeii.

Gold festoons gracing the windows and garden entrance also were of finely molded plastic, so delicate they would have shattered from the vibrations of the heavy lighting and camera equipment, if they had been done in plaster.

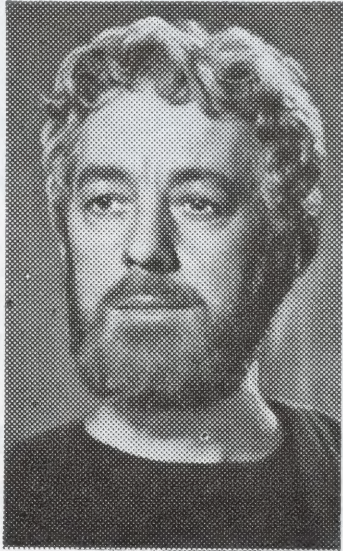
"This unusual use of the new set material also saves considerable filming time while making it possible for director Anthony Mann to achieve a camera mobility which added to the effectiveness of the scenes."

In addition to Sophia Loren and Stephen Boyd, the cast of "The Fall Of The Roman Empire," which was filmed in Ultra-Panavision and Technicolor, also is topped by Alec Guinness, James Mason, Christopher Plummer, Anthony Quayle, John Ireland, Mel Ferrer and Omar Sharif.

The magnificent Forum set in the forthcoming spectacular, "The Fall Of The Roman Empire," which opens at the Theatre, took 'only' seven months to build. Those who've visited the set during the filming maintain that the creation will dwarf any set ever before seen on a motion picture screen.



Mat 1J Still # ROM/33
CHRISTOPHER PLUMMER plays Commodus, son of Emperor Marcus Aurelius, and his successor to the throne of Rome, in the Samuel Bronston epic production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Also starring in this spectacular film are Sophia Loren, Stephen Boyd, Alec Guinness and James Mason.



Mat 1H Still # ROM/24
ALEC GUINNESS plays Marcus Aurelius, the philosopher-ruler of Rome in 180 A.D., in the new Samuel Bronston production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Also included in the cast of this Ultra-Panavision, Technicolor spectacle are Sophia Loren, Stephen Boyd, James Mason and Christopher Plummer.

Exquisite Plaster Paradise In "The Fall Of The Roman Empire"

Typical of the enormity—and accuracy—of the huge sets created for "The Fall of the Roman Empire," the latest Samuel Bronston production for Paramount, which opens at the Theatre, is the fact that three large plaster shops were working full blast for four months turning out classic statuary by the hundred.

In almost every arch of every temple and building, both outside and inside, stands the statue of a Roman sage, soldier or Emperor. The Via Appia, recreated for the film, is not, as is usually the case, lined with crosses but with famous statues. On top of the triumphal arches, soaring across the streets of "Rome" are magnificent groups of horses rearing up against the sky. All told, more than five hundred plaster figures have been made, both human and animal, for the set decoration in the film.

The Bronston studio at Chamartin has its own plaster workshop, but this was not enough. Two more workshops were taken over, one at the CEA studios on the outskirts of Madrid, and another in far off Valencia, with each workshop employing about fifty skillful plasterers.

Most of the statues are around eight feet in height, but topping them all is the huge statue of the goddess Minerva in the Basilica Giulia. Over 20 feet in height, she dominates the vast interior set holding aloft her massive shield and sceptre.

Sophia Loren, wandering on the set one day between scenes, was properly entranced by all these noble Romans. But handsome as they are, she didn't feel they quite measured up to the flesh and blood Romans who surround her in the film, namely Stephen Boyd, Alec Guinness, James Mason, Christopher Plummer, Anthony Quayle, John Ireland, Mel Ferrer and Omar Sharif. They may not be statuesque, but they are certainly imposing.

Anthony Quayle's Career Is Up In The Air For Bronston's "The Fall Of The Roman Empire"

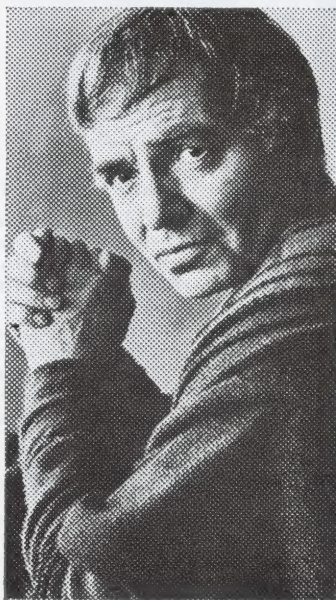
The career of British stage and screen star Anthony Quayle has literally kept him up in the air of late. "It seems that I am in sort of an aerial rut," says the talented and dependable actor.

For his current role as the aging gladiator, Verulus, in Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre, he spends more time on the back of a horse than on terra firma. As Colonel Brighton in "Lawrence of Arabia," the situation was similar, except in that instance the time was spent on the back of a camel. Prior to that his stellar role in "Damn the Defiant" found him emoting a great part of the time in the ship's rigging.

"This isn't the first time that my career has led me into a rut," he says. "A little over five years ago I decided that perhaps I had become too steeped in Shakespeare. I had acted it, directed it, produced it—the lot. Then I realized that this was all very well for people who liked Shakespeare but to everyone else I was a long-haired bore. I decided that to get out of the rut I had to do something to kill the image."

To Quayle's delight he got a chance to play the villain in "Tarzan's Greatest Adventure." "Before I knew what was happening I was whisked off to the jungle and suddenly I found myself fighting for dear life on the edge of a cliff, with Gordon Scott breathing down my neck," he explains.

In "The Fall Of The Roman Empire," a Paramount release which Anthony Mann directs from a screenplay by Ben Barzman, Basilio Franchina and Philip Yordan, Anthony Quayle has a co-starring role in a cast which includes such top names as Sophia Loren, Stephen Boyd, Alec Guinness, James Mason, Christopher Plummer, John Ireland, Mel Ferrer and Omar Sharif.



Mat 1P Still # ROM/S/29
JAMES MASON plays Timonides, Greek philosopher and counsellor to Emperor Marcus Aurelius, in the Samuel Bronston epic production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Also included in the cast of this Ultra-Panavision, Technicolor film are Sophia Loren, Stephen Boyd, Alec Guinness and Christopher Plummer.

It is difficult to picture beautiful Sophia Loren behind a stove, but when she returned to the Samuel Bronston Studios for additional work on "The Fall Of The Roman Empire," which opens at the Theatre she proceeded to prepare an eight course meal for Mr. Bronston and members of his family and staff.

Editorial: "THE FALL OF THE ROMAN EMPIRE"

Back in the days of the glory of the Roman Empire, there was a classic saying: "All roads lead to Rome!" They did because roads are the arteries of a civilization, and Rome was the heart; the global center of commerce, military might, art, and a way of life unrivalled since the era of golden Greece and the Egypt of the mighty Pharaohs.

Then, like the mighty nation before it, the heart of this great giant began to falter; its bloodstream, consisting of cultural contributions started to dwindle; the pulsing, throbbing force which dominated an entire world subsided. To learn about the present, and anticipate the future, one must on occasion look into the past, and ask: How did this happen?

The answer, at least part of it, may be found in a fascinating recreation of the Rome that flourished, and the Rome which crumbled into dust. Samuel Bronston's "The Fall Of The Roman Empire," which opens at the Theatre, is not history as it was—completely. These are not the real people, but actors, if extraordinarily gifted ones, such as Sir Alec Guinness, Sophia Loren, James Mason, Christopher Plummer and Stephen Boyd, factual characters who portrayed a role, and themselves played a part; a part in shaping the course of history.

How did the Roman Empire perish—and why? Well, only the enigmatic Sphinx of ancient Egypt may be able to furnish the complete story; but part of it lies in

the fact that although an Empire may be erected through tyranny, oppression, and slavery, the pillars of a civilization which is to survive must rest on the principles dedicated to the proposition: "of the people, by the people, and for the people." This is the heart of the matter, which makes a nation mighty. When the organ which pumps the lifeblood of freedom through the veins, fails to do this, then it will soon cease to exist. All roads did lead to a city of majesty and grandeur once, as depicted in "The Fall Of The Roman Empire." But they no longer do because dictatorship exacts its toll ultimately; not only in Rome, but in Egypt and Nazi Germany. The price of liberty and the survival of a nation as well as human beings, is eternal vigilance. That's the lesson we may derive from Bronston's authentic re-creation of a remarkable age which was ruled by author, philosopher and humanitarian, the last of the great Emperors, Marcus Aurelius, who is portrayed by Sir Alec Guinness as a ruler of infinite wisdom, who shaped the art and moral code of his time.

Editorial: "THE FALL OF THE ROMAN EMPIRE"

It is recorded that when the officer of the guard asked the dying Marcus Aurelius for the watchword of the day he replied: "Go to the rising sun; my sun is setting!" Aurelius, Emperor of the mighty Roman Empire, was not only a philosopher, but a prophet as well; for, although Rome was then at the height of its glory, its sun was setting too.

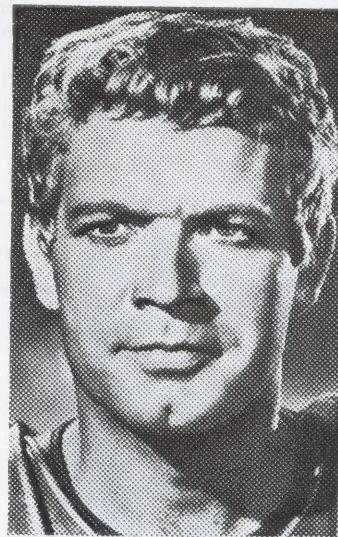
Marcus Aurelius was a great statesman, and a ruler of profound wisdom; nevertheless for all his brilliance, he contributed to the death of the Roman Empire. For all of his virtues, his wisdom, moral fortitude, he had one weakness; fondness for his son, Commodus, who succeeded him to the throne. And by sacrificing the happiness and well being of millions of people, the Empire began to collapse.

"The Fall Of The Roman Empire," which opens at the Theatre is a magnificent recreation by Samuel Bronston which does more than capture the sweep and splendor of Rome in its last epoch of glory. It points a moral to every nation; that survival depends on the wisdom not only of the leaders of the present, but those to come. Emperor Aurelius for all the wisdom, and despite his statesmanship made the fatal blun-

der of letting affection replace judiciousness. With that blunder, the Empire began to crumble and break into pieces.

Samuel Bronston's "The Fall Of The Roman Empire," has a remarkable cast of performers, including Sir Alec Guinness, Sophia Loren, James Mason and Stephen Boyd, who give the feel and sweep when the splendid Roman Forum was the meeting place deciding the fate of an Empire.

There is a lesson for all nations to be derived from the Bronston production, "The Fall Of The Roman Empire." The people and their leaders must decide not what is best for themselves—but what is best for the world; for power such as was known at the height of the Roman Empire will ultimately crumble when it is corrupted by personal interest!



Mat 1G Still # ROM/21
STEPHEN BOYD plays Livius, a military tribune of Rome, in the new Samuel Bronston production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Boyd's romantic interest is Sophia Loren, who plays the daughter of the Roman Emperor. "The Fall Of The Roman Empire" was filmed in Ultra-Panavision and Technicolor.



Mat 1M Still # ROM/S/38
OMAR SHARIF plays Sohamus, King of the Armenians, in the new Samuel Bronston production for Paramount, "The Fall Of The Roman Empire," which opens at the Theatre. Filmed in Ultra-Panavision and Technicolor, "The Fall Of The Roman Empire" stars Sophia Loren, Stephen Boyd, Alec Guinness, James Mason and Christopher Plummer.

ADVERTISING SECTION

ADVERTISING BILLING

SAMUEL BRONSTON	100%
presents	
SOPHIA LOREN	100%
STEPHEN BOYD...ALEC GUINNESS	100%
JAMES MASON...CHRISTOPHER PLUMMER ..	100%
in	
"THE FALL OF THE ROMAN EMPIRE"	100%
co-starring	
JOHN IRELAND	75%
MEL FERRER	75%
OMAR SHARIF	75%
and	
ANTHONY QUAYLE	100%
Directed by ANTHONY MANN	60%
Music by DIMITRI TIOMKIN	60%
Original Screenplay by	
BEN BARZMAN	} 35%
BASILIO FRANCHINA	
PHILIP YORDAN	
Produced by	
SAMUEL BRONSTON	35%
ULTRA-PANAVISION (R)	35%
TECHNICOLOR (R)	35%
Production Designers,	
COLOSANTI and MOORE	35%
Executive Associate Producer,	
MICHAEL WASZYNSKI	35%
A Paramount Release	20%

NEVER BEFORE A SPECTACLE LIKE



SAMUEL BRONSTON'S THE FALL OF THE ROMAN EMPIRE

THEATRE

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE · Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION**®
A PARAMOUNT RELEASE

4 COLS. x { 122 LINES.....488 LINES
8 3/4 inches.....35 inches

MAT 431

NEVER BEFORE A SPECTACLE LIKE IT!



Their world was ending... the barbarians were at the gate... this was the time when passions, appetites, emotions ran wild...

**SAMUEL BRONSTON'S
THE FALL
OF THE
ROMAN
EMPIRE!**

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
CO-STARRING JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND ANTHONY QUAYLE Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION®** **TECHNICOLOR®**

THEATRE

3 COLS. x { 113 LINES .. 339 LINES
8 inches ... 24 inches

MAT 333



SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
ULTRA-PANAVISION®
TECHNICOLOR®

THEATRE

CO-STARRING JOHN IRELAND · MEL FERRER · OMAR SHARIF AND ANTHONY QUAYLE
Music by DIMITRI TIOMKIN · Directed by ANTHONY MANN · Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · Produced by SAMUEL BRONSTON

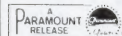
2 COLS. x { 35 LINES 70 LINES
2½ inches. 5 inches

MAT 231



The most breathtaking chariot duel ever filmed!

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
ULTRA-PANAVISION® **TECHNICOLOR®**



THEATRE

CO-STARRING JOHN IRELAND · MEL FERRER · OMAR SHARIF · ANTHONY QUAYLE Directed by ANTHONY MANN
Music by DIMITRI TIOMKIN · Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · Produced by SAMUEL BRONSTON

2 COLS. x { 45 LINES 90 LINES
3¼ inches 6½ inches

MAT 232

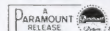
NEVER BEFORE A SPECTACLE LIKE IT!

**SAMUEL BRONSTON'S
THE FALL
OF THE
ROMAN
EMPIRE**



The most breathtaking chariot duel ever filmed!

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
CO-STARRING JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND ANTHONY QUAYLE Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION®** **TECHNICOLOR®**



THEATRE

3 COLS. x { 80 Lines 240 LINES
5¾ inches. . . 17¼ inches

MAT 331

NEVER BEFORE A SPECTACLE LIKE IT!

SAMUEL BRONSTON'S THE FALL OF THE ROMAN EMPIRE



SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®
CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE Directed by ANTHONY MANN Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON **ULTRA-PANAVISION**

THEATRE

2 COLS x $\left\{ \begin{array}{l} 105 \text{ LINES} \dots\dots\dots 210 \text{ LINES} \\ 7\frac{1}{2} \text{ inches} \dots\dots\dots 14\frac{1}{4} \text{ inches} \end{array} \right.$ MAT 233

THE MOST BREATHTAKING CHARIOT DUEL EVER FILMED!



SAMUEL BRONSTON'S THE FALL OF THE ROMAN EMPIRE

You've
never
seen a
spectacle
like it
before!

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
**THE FALL
OF THE
ROMAN
EMPIRE**
TECHNICOLOR®

Directed by
ANTHONY MANN
STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

4 COLS

Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · Produced by SAMUEL BRONSTON **ULTRA-PANAVISION**®

THEATRE

3 COLS

100 LINES
14 3/4 inches

MAT 434

COMPLETE CAMPAIGN MAT (Order Special Mat #1)

Consists of Ad Mats

- 231
- 216
- 215
- 121
- 101S

And Publicity Mats

- 2A
- 1F
- 1G

Pull Out

**NEVER BEFORE A
SPECTACLE LIKE IT!**

**SAMUEL BRONSTON'S
THE FALL
OF THE
ROMAN
EMPIRE**



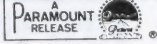
SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER

**THE FALL
OF THE
ROMAN
EMPIRE**

TECHNICOLOR®

CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON

ULTRA-PANAVISION® 

2 COLS. x { 167 LINES... 334 LINES
12 inches... 22 inches } **MAT 221**



NEVER
BEFORE A
SPECTACLE
LIKE

SAMUEL
BRONSTON'S

**THE
FALL
OF THE
ROMAN
EMPIRE**

The thunder of war split them!
The fires of passion burnt them!
The swords of barbarians bled them!
The evil of tyranny toppled them!

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER

**THE FALL
OF THE
ROMAN
EMPIRE**

TECHNICOLOR®

CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON

ULTRA-PANAVISION® 

THEATRE

3 COLS. x { 125 LINES.....375 LINES
9 inches..... 27 inches }

MAT 324

THE MOST BREATHTAKING CHARIOT DUEL EVER FILMED!

SAMUEL BRONSTON'S **THE FALL OF THE ROMAN EMPIRE**



SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER
**THE FALL OF THE
ROMAN EMPIRE**
TECHNICOLOR®
CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

A
PARAMOUNT
RELEASE

THEATRE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN · Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION®**

4 COLS. x { 155 LINES 620 LINES
11 inches 44 inches

MAT 432

Also Available In

3 COLS. x { 110 LINES 330 LINES
8 inches 24 inches

MAT 332

Their world was ending... the barbarians were at the gate... this was the time when passions, appetites, emotions ran wild...

SAMUEL BRONSTON'S
THE FALL OF THE ROMAN EMPIRE!



THEATRE

SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN

Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON · **ULTRA-PANAVISION®**

NEVER BEFORE A SPECTACLE LIKE IT!

SAMUEL BRONSTON'S
THE FALL OF THE ROMAN EMPIRE



SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

CO-STARRING
JOHN IRELAND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON
ULTRA-PANAVISION®

1 COL. x { 83 LINES.... MAT 121
6 inches....

4 COLS. x { 125 LINES.....500 LINES
9 inches.....36 inches

MAT 421

NEVER BEFORE A SPECTACLE LIKE IT!

SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN / ALEC
BOYD / GUINNESS
JAMES / CHRISTOPHER
MASON / PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

CO-STARRING
JOHN IRELAND | MEL FERRER | OMAR SHARIF
AND
ANTHONY QUAYLE

SPECTACLE! PASSIONS! SAVAGERY!

SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN / ALEC
BOYD / GUINNESS
JAMES / CHRISTOPHER
MASON / PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

SAMUEL BRONSTON PRESENTS
SOPHIA LOREN
STEPHEN / ALEC
BOYD / GUINNESS
JAMES / CHRISTOPHER
MASON / PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

CO-STARRING JOHN IRELAND | MEL FERRER | OMAR SHARIF AND ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN

Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · SAMUEL BRONSTON · **ULTRA-PANAVISION®**

2 COLS. x { 35 LINES... 70 LINES
2 1/2 inches . 5 inches

MAT 215

SOPHIA LOREN
STEPHEN BOYD · ALEC GUINNESS
JAMES MASON · CHRISTOPHER PLUMMER

THE FALL OF THE ROMAN EMPIRE
TECHNICOLOR®

CO-STARRING
AND · MEL FERRER · OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN
Produced by SAMUEL BRONSTON
ULTRA-PANAVISION®

MAT 324

Directed by ANTHONY MANN · Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN · BASILIO FRANCHINA · PHILIP YORDAN · SAMUEL BRONSTON · **ULTRA-PANAVISION®**

2 COLS. x { 50 LINES... 100 LINES
3 1/2 inches... 7 inches

MAT 216

SPECTACLE

The thundering excitement, the raging fury of a decadent era.

PASSIONS

The runaway wildness of appetites unleashed by cruelty and fear.

SAVAGERY

Crashing chariots, clashing gladiators, barbarian armies trampling all in their way.

**SAMUEL BRONSTON'S
THE FALL
OF THE
ROMAN
EMPIRE**



SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD • ALEC GUINNESS
JAMES MASON • CHRISTOPHER PLUMMER

**THE FALL
OF THE
ROMAN
EMPIRE**

TECHNICOLOR®

CO-STARRING
JOHN IRELAND • MEL FERRER • OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN • Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN • BASILIO FRANCHINA • PHILIP YORDAN
Produced by SAMUEL BRONSTON

ULTRA-PANAVISION®

THEATRE

3 COLS. x { 116 LINES.....348 LINES
8 1/4 inches..... 24 3/4 inches

MAT 323

Also Available In

4 COLS x { 155 LINES.....620 LINES
11 inches.....44 inches

MAT 422

Their world was ending... the barbarians were at the gate... this was the time when passions, appetites, emotions ran wild...

**SAMUEL BRONSTON'S
THE FALL
OF THE
ROMAN
EMPIRE!**

SAMUEL BRONSTON
PRESENTS
SOPHIA LOREN
STEPHEN BOYD • ALEC GUINNESS
JAMES MASON • CHRISTOPHER PLUMMER

THEATRE

**THE FALL
OF THE
ROMAN
EMPIRE**

TECHNICOLOR®

CO-STARRING
JOHN IRELAND • MEL FERRER • OMAR SHARIF
AND
ANTHONY QUAYLE

Directed by ANTHONY MANN • Music by DIMITRI TIOMKIN
Original Screenplay by BEN BARZMAN • BASILIO FRANCHINA • PHILIP YORDAN
Produced by SAMUEL BRONSTON

ULTRA-PANAVISION®

3 COLS. x { 100 LINES.....300 LINES
7 inches.....21 inches

MAT 322

BANNER DISPLAYS



DELUXE SATIN VALANCE
\$1.65 per running foot
(Minimum order 10 feet)
3-PIECE STREAMERS
\$15.00

FLAG WALL BANNER
9' x 12'
Single Faced.....\$ 60.00
Double Faced.....\$110.00
USHERS' BADGES
—40¢ each

Order direct from:

NATIONAL FLAG AND DISPLAY COMPANY, 43 West 21st St. New York 10, N. Y.

In Canada order from:

CONSOLIDATED THEATRE SERVICES, 120 Wellington St. W. Toronto, Ontario, Canada

3rd 4th 5th
HELD OVER 2nd BIG WEEK!

3rd 4th 5th
HELD OVER 2nd BIG WEEK!

3rd 4th 5th
HELD OVER 2nd BIG WEEK!

POSTERS and LOBBIES



TEASER TWENTY-FOUR SHEET

ALSO AVAILABLE IS A REGULAR TWENTY-FOUR SHEET



SIX-SHEET



ONE-SHEET "R"



ONE-SHEET "A"

ALSO AVAILABLE

- 14x36 INSERT CARD
- 22x28 LOBBY PHOTO
- WINDOW CARD
- SET OF EIGHT 11x14s
- 40x60 POSTER (Z)
- 40x60 POSTER (R)

Order from National Screen Service
(see coupon)



THREE-SHEET

"THE FALL OF THE ROMAN EMPIRE" Order Blank
To: **PARAMOUNT PICTURES EXPLOITATION DEPT.**

1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date _____

Please send the following material on "THE FALL OF THE ROMAN EMPIRE"

_____ sets of FREE Radio Spots (to be used on station _____)

_____ sets of FREE TV Trailers (to be used on station _____)

_____ Telop Cards—FREE

Theatre _____ Playdate _____

City _____ State _____

PASTE ON
POST
CARD

FOR AWAY-FROM-THEATRE ADVERTISING

- 14 x 22 Window Cards
- Sets of 11 x 14 Photos
- 22 x 28 Photos
- 14 x 36 Insert Cards
- B & W Stills (B set)
- Set of 12 Color Stills

"ALL OF THE ROMAN EMPIRE" Order Blank
NATIONAL SCREEN SERVICE CORPORATION

Printed in U.S.A.

IMPORTANT!
Fill in your local
NSS branch address

Order the following advertising accessories for
"ALL OF THE ROMAN EMPIRE" in addition to my normal standing order.

BILLBOARD POSTING CAMPAIGN
PRINTED CUT-OUT PURPOSES

- _____ One Sheets A
- _____ One Sheets R
- _____ Three Sheets
- _____ Six Sheets
- _____ Twenty-Four Sheets
- _____ 40 x 60 Poster Z
- _____ 40 x 60 Poster R

FOR MY NEWSPAPER ADVERTISING CAMPAIGN

- Scene Mats, Nos. _____
- 1 Col. Mats, Nos. _____
- 2 Col. Mats, Nos. _____
- 3 Col. Mats, Nos. _____
- 4 Col. Mats, Nos. _____
- 5 Col. Mats, Nos. _____
- 6 Col. Mats, Nos. _____

Special #1 _____

Theatre _____ Playdate _____

City _____ State _____

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA

HISTORY

DIGITAL LIBRARY



www.mediahistoryproject.org